

2020 Census Integrated Communications Campaign Recap

NAC 2021 Fall Meeting

Presented by:

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United States[®]
Census
2020

- **Impact:** Achieved a national self-response goal of 67% in an unprecedented Decennial environment.
- **Research Foundation:** Most comprehensive Decennial communications research effort in history including expanded Census Barriers, Attitudes, and Motivators Study (CBAMS) fielding, robust predictive modeling, tract-level audience segmentation, daily tract-level self-response modeling, and robust creative testing across 30 individual audiences.
- **Data-Driven:** Ongoing campaign monitoring and optimization efforts drove data-driven campaign decisions throughout 2000, including:
 - Awareness Phase tracking survey and social listening analysis led to recommendation for Census Week Surge that lifted self-response levels above predictive model benchmark (P2E > 100%) for first time.
 - Daily response rate analysis across multiple levels of geography, languages, and audiences during response informed in-campaign placement of paid media and earned media as well as stakeholder and partner outreach and engagement.
- **Adaptive:** Integrated response across all workstreams to rapidly changing environment and 2020 Census operations, including:
 - Creative pivot in March 2020 to address changed COVID-19 realities and 2020 Census operational changes and timelines.
 - Integrated focused push into selected local geographies.
 - Expansion and reweighting of media outlets and channels and expansion to 47 languages supported by ICC.

Key Accomplishments



Field Recruitment

- Over 621 unique assets were developed for recruitment.
- Digital ads delivered over 283.2 million impressions.
- Digital impressions resulted in over 5.1 million clicks to the website and 1.6 million clicks to apply.

Key Accomplishments



- Over 3,500+ creative assets, in every conceivable media type, were developed and produced in 47 languages for both paid and unpaid placements, via 165 productions.
- Online quant with more than 2,000 participants, 175 focus groups, and 78 community representative reviews across multiple target audiences across the country.

Key Accomplishments



Media Planning and Buying

- Executed \$381 million paid media budget across 47 languages and most available channels for a total of 55 total weeks of paid media activity.
- Delivered better than 99.5% reach in all campaign phases (Awareness, Motivation, Reminder).
- Reached every single Designated Market Area (DMA) in the country (210) via both local and national media buys.

Key Accomplishments



Earned, Shared, and Owned Media

- 15,062 pitches, approximately 10,000 media articles and broadcast interviews, 31 radio/satellite media tours, encompassing hundreds of interviews and hyperlocal efforts in 90 DMAs. Trained over 400 Census Bureau spokespeople through mid-October 2020
- Created 59 stories and articles on census.gov and 2020census.gov including America Counts and drop-in articles as of December 2020. America Counts stories reached more than 10 million individuals on social media through mid-October 2020.

Key Accomplishments



#DisabilityCounts2020
What do you want the next TEN years to look like?

Step 1 Go through those old albums and find a picture of yourself from around 2010!

Step 2 Post the picture with the answer to one of these statements:

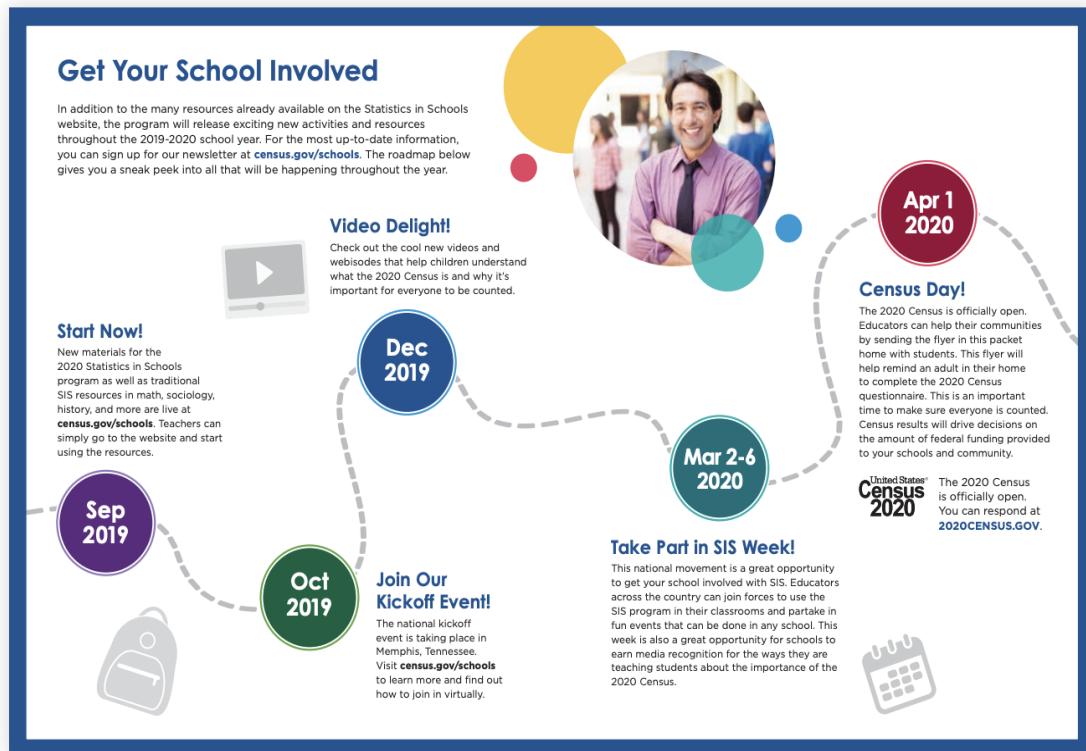
- I'm completing the **#2020Census** because I want _____ for the disability community over the NEXT ten years. **#DisabilityCounts2020**
- The **#2020Census** and the next TEN years matter to me because _____. **#DisabilityCounts2020**
- In 2010, I was _____. This year I'm completing the **#2020Census**, because I want to _____ over the NEXT ten years.

Step 3 Include the hashtags **#2020Census** and **#DisabilityCounts2020** + follow along with other posts!

Partnership Program Support

- 250+ materials created across 15 languages.
- 45 million+ copies of materials distributed to partnership specialists and partners across the country.
- 32+ types of items created, with variations for numerous campaign languages.
- 12.6+ million promotional items distributed.

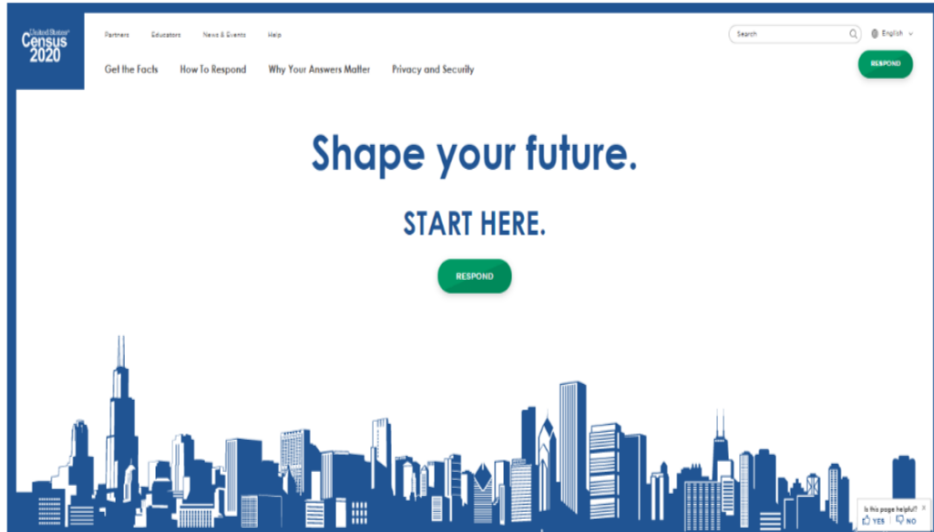
Key Accomplishments



Statistics in Schools

- National kickoff event with fifth graders from 20 schools in Memphis' Shelby County.
- 142 educator ambassadors signed on to promote SIS
- 300+ new materials (including 67 worksheets) created.
- 366K+ downloads of worksheets from the website.
- 118K schools received materials for administrators.

Key Accomplishments



Residents in and around several cities saw tailored landing pages with familiar skylines. Chicago is shown here.

2020census.gov Website

- Received 51+ million website visits from paid digital channels.
- Received nearly 37 million website visits from earned digital channels.
- 42.7% visitor click-throughs to ISR instrument during response window.
- 110+ custom landing pages for languages, states, and cities to optimize response.
- More than 65% of visits to this highly mobile optimized site were from mobile users.

Key Accomplishments

Rural and Urban Response Analysis Summary

Reflects response data through 4/21/20

Segment	TEA1 + TEA6		
	RR	P2E	% OH
Main Street Middle	57.0%	98.6%	23.4
Responsive Suburbia	63.3%	101.3%	22.8
Country Roads	49.2%	94.7%	16.4
Downtown Dynamic	48.8%	91.8%	11.1
Multicultural Mosaic	44.5%	108.2%	11.1
Rural Delta & Urb. Enclaves	43.0%	108.4%	6.7
Sparse Spaces	35.3%	78.6%	5.7
Student & Mil. Communities	43.0%	64.3%	1.4
No ACS Mail Out	21.8%	55.9%	0.5

March 6, 2020
Presentation

Awareness gap relative to 2010 persists after launch of DM

Tracking survey indicates **6 point gap** in awareness relative to 2010 (adjusted for week of DM launch).

DM Launch
First 2020 mailing (3/12/20)
First 2010 mailing (3/6/10)

English-Language Hispanic Paid Media Plan Overview

Optimizing Digital Creative

Los Angeles Region

Top 25 Prop	Prop	State	City	Segment	RR	P2E	% OH	Target										Actual									
								Weight										KPIs									
								1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
1	San Francisco, CA	CA	San Francisco	Responsive Suburbia	63.3%	101.3%	22.8	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	
2	San Francisco, CA	CA	San Francisco	Country Roads	49.2%	94.7%	16.4	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	
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4	San Francisco, CA	CA	San Francisco	Multicultural Mosaic	44.5%	108.2%	11.1	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	
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6	San Francisco, CA	CA	San Francisco	Sparse Spaces	35.3%	78.6%	5.7	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	
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10	San Francisco, CA	CA	San Francisco	Country Roads	49.2%	94.7%	16.4	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	
11	San Francisco, CA	CA	San Francisco	Downtown Dynamic	48.8%	91.8%	11.1	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	
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15	San Francisco, CA	CA	San Francisco	Student & Mil. Communities	43.0%	64.3%	1.4	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	
16	San Francisco, CA	CA	San Francisco	No ACS Mail Out	21.8%	55.9%	0.5	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	
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19	San Francisco, CA	CA	San Francisco	Downtown Dynamic	48.8%	91.8%	11.1	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	
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24	San Francisco, CA	CA	San Francisco	No ACS Mail Out	21.8%	55.9%	0.5	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	
25	San Francisco, CA	CA	San Francisco	Responsive Suburbia	63.3%	101.3%	22.8	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	

Other Data	Prop	State	City	Segment	RR	P2E	% OH	Target										Actual									
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6	San Francisco, CA	CA	San Francisco	Sparse Spaces	35.3%	78.6%	5.7	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	
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10	San Francisco, CA	CA	San Francisco	Country Roads	49.2%	94.7%	16.4	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	
11	San Francisco, CA	CA	San Francisco	Downtown Dynamic	48.8%	91.8%	11.1	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	
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16	San Francisco, CA	CA	San Francisco	No ACS Mail Out	21.8%	55.9%	0.5	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	
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Team Y&R	Prop	State	City	Segment	RR	P2E	% OH	Target										Actual									
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3	San Francisco, CA	CA	San																								

work within the platforms to

creative unit-level that can be

and platform algorithms could
ance indicators (or KPIs), which

As an example, the diverse mass
national Facebook campaign started
in motivation with over **800 ads**.
Later in the campaign, when that
campaign was optimized to test-
click conversions (ISR start), the
team had optimized to **63**
converting ads.

TeamY&R
Census 2020

Campaign Monitoring and Optimization

- Tracked a total of 207 issue tickets.
- Implemented more than 120 discrete interventions.
- Conducted daily response rate analysis across 9 levels of geography, 12 languages, 9 segments, and over 20 audience groups.

Awards

- dotComm Awards, COVID-19 Ads, Real Stories, YouTube Banner – Gold and Platinum (Reingold)
- Videographer Awards, COVID-19 Ads and Real Stories, Awards of Distinction/Excellence (Reingold)
- Marcom Awards, COVID-19 Ads and Real Stories – Platinum and Gold (Reingold)
- Summit Awards, COVID-19 Ads and Real Stories – Silver and Platinum (Reingold)
- ARF David Ogilvy Awards – Government: Public Service & Non-Profit, Social Responsibility, Data Innovation – Grand Ogilvy for each (TYR)
- Horizon Interactive Awards, COVID-19 Ads and Real Stories – Gold (Reingold)
- AVA Digital Awards, COVID-19 Ads – Gold (Reingold)
- Hermes Creative Awards, 2020 Census Social Media Influencer Campaign - Platinum (Reingold)
- Communicator Awards – Awards of Distinction (Reingold)
- MediaPost US Client of the Year – Winner (Wavemaker)
- ANA Multicultural Excellence Awards - Asian Category Winner (TDW)
- Asian American Advertising Federation (3AF) Excellence Awards – New Marketer of the Year Winner (TDW)
- PR Society of America LA Chapter Diversity Communications – Government Winner (TDW)
- Emmy Awards, Music Video, cinematography – Finalist (TKG)
- Pele Awards, Music Video – Finalist (TKG)
- In2 Sabre Award 2021 – Research Winner (PSB)
- NA Sabre Awards 2021 – Non-Profit/Government Shortlist (BCW)
- PR Week Global 2021 – Public Sector Shortlist (BCW)
- 4A's Jay Chiat Award – National Strategy – Bronze ((TYR)

Campaign Optimization

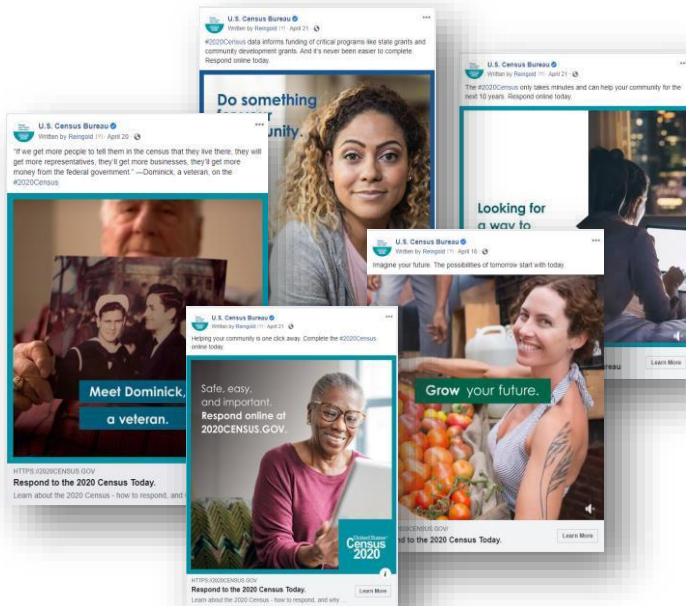
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Optimizing Digital Creative

- **Granular tracking:** All creative variations were tracked individually, allowing insights at the individual creative unit-level that can be aggregated for more global insights.
- **Delivering the Right Message, Right Time:** Because ads were set up and tracked this way, the team and platform algorithms could optimize the creative serving by audience/device/time of day by continuously monitoring key performance indicators (or KPIs), which including things like video views in awareness and ISR starts in motivation.

Initial Universe



Optimized Ad Set



As an example, the diverse mass national Facebook campaign started in motivation with over **800 ads**. Later in the campaign, when that campaign was optimized to last-click conversions (ISR start), the team had optimized to **63 converting ads**.

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Digital Census Day/Week Surge



Prior to Census Day (which included a network-wide takeover), we tested 3 creative homepage variations (on the non-network wide opportunities), to determine the best performing option for this day.

This HPTO outperformed video completion benchmarks by 9.5%



For YouTube masthead takeover it would have been cost-prohibitive to have multiple YouTube takeovers, therefore we looked at high creative performers of "real stories" on the channel and "search" on Facebook and combined them to the largely sound-off environment of the masthead.

This asset reached 1 in 5 Americans with over 555M impressions



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COVID-19 Creative Pivot



High performing creative included **shorter animations with limited text**. Here we coupled that with how people were communicating with each other during the pandemic, for a new asset. This asset was one of the top converter in programmatic video.



Real stories tapestries had some of the highest click-through-rates and thru play (compared to the average video performance of that length). Here we saw the opportunity to adapt much of that real stories' footage, and tapestry style with a voice over that spoke to the times. These new videos continue to have higher than average thru play and click through rate.



Static layouts that performed best were used across social and display with slightly updated ad copy, emphasizing completing the 2020 Census from home. These ads continue to be one of our highest converters (ISR starts) on display.

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COVID-19 Display Performance Example

- New COVID-19 ads were developed with insights that short, person-focused ads performed best.
- COVID-19 creative was kept in view and had a higher interaction time than benchmarks.



In-View %

% of impressions where at least 50% of an ad was In-View for at least one continuous second.

84.0%

Benchmark: 57.8%

Univ Interaction Time

Average length of time the user interacted with the ad.

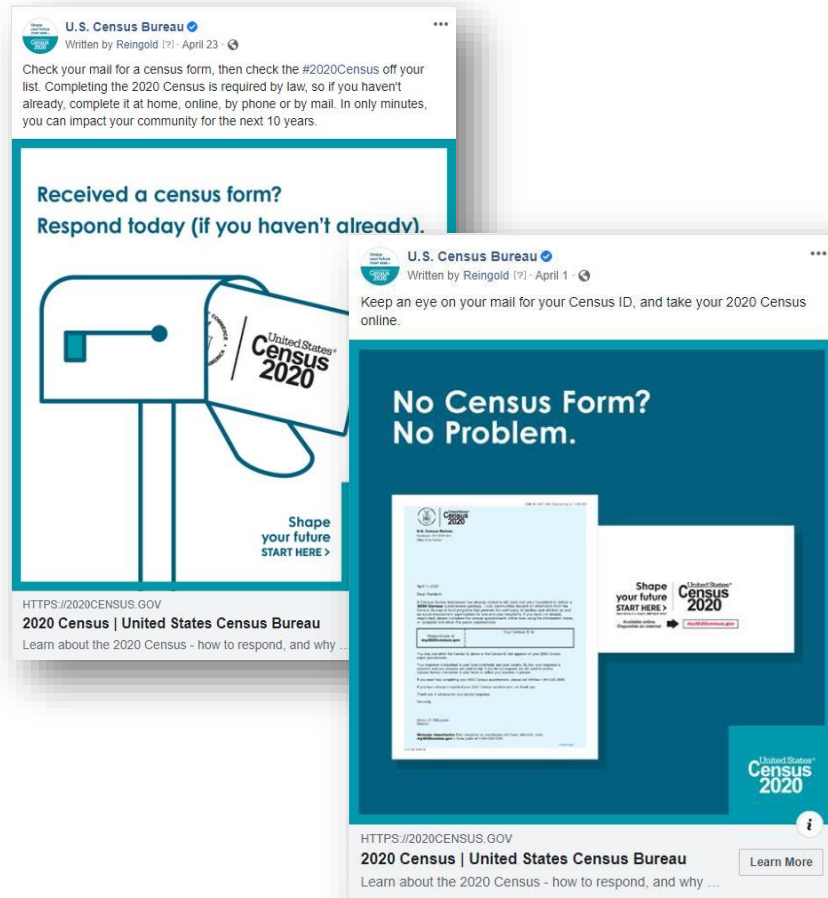
7.7 sec

Benchmark: 7.3 sec

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4th Mailing and Update Leave



- A small pilot of U/L static creative assets was developed starting in the beginning of April. These assets performed very well with a lower-than-average cost per conversion (ISR start).
- When developing 4th mailing assets, we looked at the strong performance of the U/L assets and took learnings to develop this new suite of creative. After strong performance these assets ran almost exclusively until performance slowed (likely because mail deliver/pickup completed).
 - Conversion rate **increased 52%** during the first week four mail ads ran compared to the previous week.
 - Conversion rate for four mail ads was **37% higher** than non-four mail ads that ran during the same time and in the same campaigns.
- Due to the strong performance of both the U/L pilot and 4th mailing, this layout was adapted to a video delivered to U/L addresses asking them to look for a delivery of their form. Here we wanted to highlight the message that people look out for their form, and respond when it arrived, therefore our intended action was video views. This video had a thru play **25% higher** than average 30 second videos.

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Regional Pushes

- Executed Regional Pushes in Chicago, Atlanta, Denver, Philadelphia, Los Angeles, and New York. Based on response pattern data, all regions and groups benefited from push activities.
- From the beginning to the end of the push effort (July 13 – August 02):
 - The national response rate grew by 0.9 percentage points.
 - Response in tracts with large AIAN, Native Hawaiian and Pacific Islander (NHPI), Hispanic, or Asian populations grew by at least 1.0 percentage points.
 - Puerto Rico self-response grew by 3.1 percentage points.



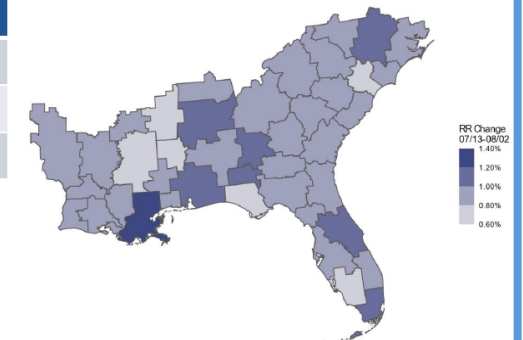
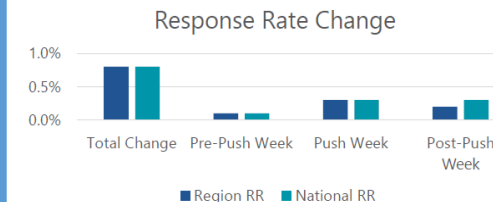
Regional
 Atlanta (B/AA), Chicago (region-wide), Denver (Houston), Philadelphia (region-wide), LA (AIAN/NHPI, Spanish Migrant Workers), New York (region-wide, NYC)

Dang Yang, University of Wisconsin – Eau Claire, WI

Atlanta Region-Level Takeaways

- Gains across response metrics during the region's push and post-push weeks exceeded those observed during the pre-push week.
- P2E gains were on par with national gains, and progress toward Final 2010 response exceeded national change for the total push period.

Metric	Value as of 08/02	Total Change Since 07/13	Pre-Push Week Change	Push Week Change	Post-Push Week Change
Response Rate	59.0%	+0.8	+0.1	+0.3	+0.2
Percent to Expected	100.1%	+0.5	-0.2	+0.2	+0.2
Percent to Final 2010	90.6%	+1.2	+0.1	+0.4	+0.3



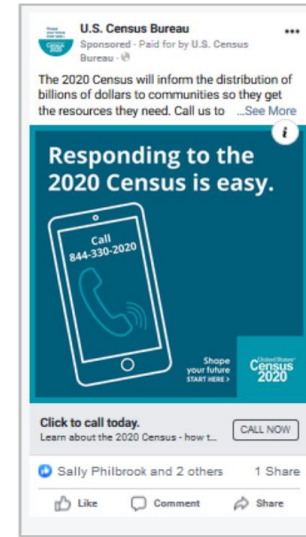
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Campaign Extension

NRFU Activations

- Continued deploying Field Recruitment web updates.
- Executed Expanded Motivation and Delayed Reminder Phase creative assets to support all campaign audiences.
- Issued Puerto Rico audience TV, radio, newspaper, online display, and paid social creative content for the July 27 NRFU operation initiation.
- Created and deployed NRFU “Answer the Call” video for use on the Census Bureau website and YouTube channel.
- Supported the National Partnership Program (NPP) team by identifying partners within established portfolios to promote NRFU operations.
- Conducted SIS digital marketing and media pitching outreach for Fall outreach in August and September.
- Provided 2020census.gov users with an intuitive and user-friendly web experience through NRFU.



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Campaign Extension

Earned, Shared, and Owned Media (ESO) Activations

Entered 56 additional hyperlocal markets as a function of optimization priorities (e.g., response rate analysis, local paid media planning and optimization, Field Recruitment Division input).

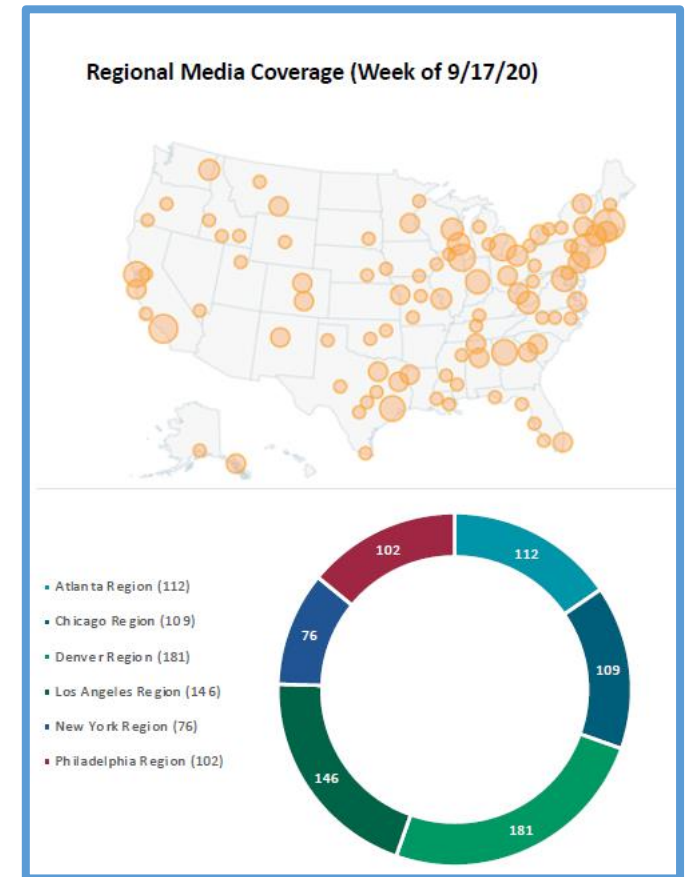
Developed 145 city profiles and custom pitches with response rates for local markets.

Delivered 36,940,922 visits to 2020census.gov from earned digital channels.

Conducted social listening and analyzed tracking survey and customer service channels to inform ESO talking points and issue identification.

Conducted 141 TV/radio interviews in late August/early September in low response communities.

Conducted 100 additional TV/radio interviews in mid-September, targeting lagging communities in the bottom ten self-response states.



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Trust & Safety

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Continuous Monitoring

A key function of the Trust & Safety Team is continuous monitoring to detect and analyze mis- and disinformation to inform follow up actions.



In the News

We scan the 24-hour news cycle via traditional media sources like television, radio, print, and online media platforms.



Over the Phone

We receive live tips from Census Bureau Customer Service (1-800-923-8282).



On the Ground

We engage with community partners around the nation for information from public events, in-person interactions, and flyers or billboards.



In our Inbox

We receive information from the public via submissions to rumors@census.gov and respondent-advocate@census.gov, as well as the ask.census.gov web intake form.



On the Web

We monitor the web through public social media platforms like Twitter, Facebook, and YouTube.

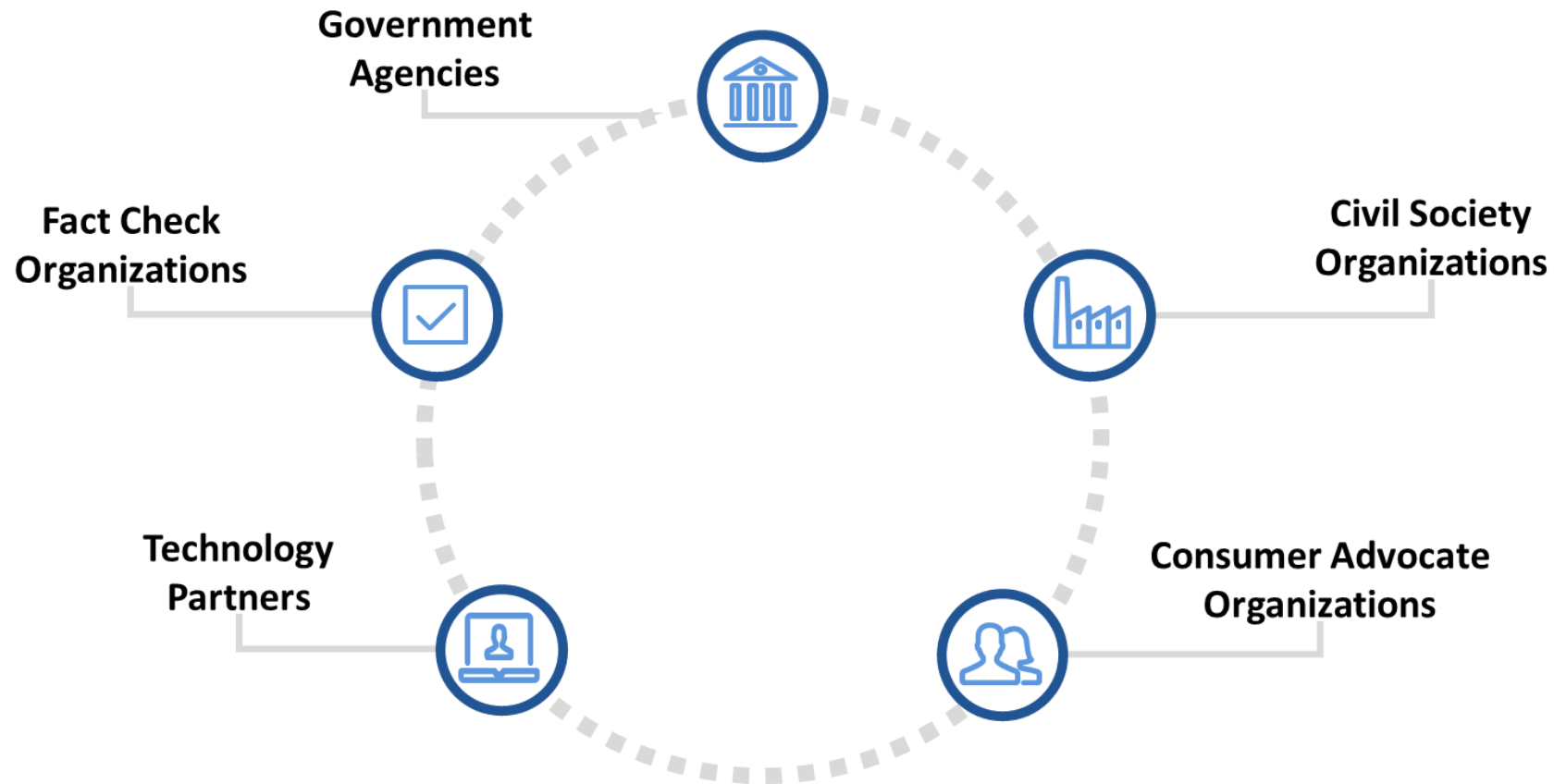
Our continuous monitoring capabilities allow us to detect mis- and disinformation in real-time and identify larger trends, enabling us to develop updated messaging for the public to proactively combat the spread of mis- and disinformation.

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Establishing Partnerships

The Census Bureau could not protect the count alone. The Trust & Safety Team established a partnership network across multiple sectors to help us detect, mitigate, and respond to mis- and disinformation.



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Sample Incident: Home Affairs

The Trust & Safety Team identified misinformation that could have posed a safety risk for census workers and suppress the effectiveness of 2020 Census field operations.

Incident Summary

A message circulating on public and private social media channels and in local community centers across the United States warned of officials with the “Department of Home Affairs” visiting homes to collect information for the census and robbing homes.



First Detection: September 18, 2019



Digital Platforms: Facebook, Nextdoor, WhatsApp, Twitter, email

#BeAware: We have been notified this morning there is a group of individuals going to homes and pretending to be officials from "home affairs." They have documents with the letterhead Department of Home Affairs and claim to be confirming that everyone has a valid ID for the upcoming census. Instead, they are robbing homes. There is no initiative like that from the government. They are everywhere and they look presentable. Please alert your family, friends, and neighbors. Immediately call 911 in such case.

Mitigation Strategy

The team determined the hoax originated overseas and was spread in several countries including South Africa, Kenya, and the UK ahead of their census operations. **In addition to continuous monitoring, several actions were executed to address the hoax and mitigate its spread:**



Engaged **Fact Check organizations** and **traditional media** to publish **6** articles debunking the hoax.



Coordinated with **Civil Society organizations** to engage their networks and provide accurate information debunking the hoax.



Reported the hoax on **social media platforms** to partners for removal.



Published an article on **2020census.gov/rumors** to counter the hoax with accurate information.



Are People Posing as "Department of Home Affairs" Workers and Checking IDs for the Census?

There is a false rumor circulating online that individuals posing as workers for the "Department of Home Affairs" are going door-to-door to confirm that everyone has a valid ID for the 2020 Census — and committing crimes at homes they are pretending to canvass.

Sample Incident: Stimulus Check

The Trust & Safety Team detected misinformation that insinuated the Census Bureau was sharing personal information of those who responded to the 2020 Census with the Department of the Treasury, in violation of Title 13.

Incident Summary

A rumor circulating across social media platforms, text, and email linking completion of the 2020 Census to receipt of an economic stimulus check.



First Detection: March 16, 2020



Digital Platforms: Facebook, Twitter, Email, Text

FYI....Go to 2020census.gov and fill out the census form so you can get you stimulus check. That's how they going to know where to send the checks. Forward this to everyone that you know. If you don't fill it out you will not receive a check in the mail.
\$1000 per Adult \$500 per child \$3K max
Per household

Mitigation Strategy

The team saw an immediate increase in online conversation and rumors targeting millions of Americans in need of financial relief. Over the course of two weeks, this rumor resulted in a 273% increase in reports to the rumors mailbox. **In addition to continuous monitoring, several actions were executed to address the rumor and mitigate its spread:**



Published an article on 2020census.gov/rumors to counter the rumor with accurate information.



Engaged **Fact Check organizations** and **traditional media** to publish over a dozen articles debunking the rumor.



Reported the rumor on **social media platforms** to partners for removal.



Developed the first **response from rumors@census.gov** to answer inquiries from the public.

Census Responses Not Tied to Potential Stimulus Packages

Your answers cannot be used to impact your eligibility for any government benefits, including any potential stimulus package.

SHARE: [f](#) [t](#) [in](#)

Will filling out the 2020 Census impact whether you receive a stimulus check?
No. Your answers cannot be used to impact your eligibility for any government benefits, including any potential stimulus package. The Census Bureau is bound by Title 13 of the U.S. Code to keep your information confidential, and the answers you provide are used only to produce statistics.



Due to the team's rapid detection and response, within four days the volume of reports and proliferation of the rumor on social media decreased dramatically.

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Sample Incident: Look-a-like Mailers

The Trust & Safety Team detected misinformation that may have increased confusion about official Census Bureau mailings and resources.

Incident Summary

Several look-a-like mailers were distributed to the public causing confusion about the legitimacy of official 2020 Census communications. Some mailers included questions similar to the 2020 Census or QR codes to unofficial websites.



First Detection: February 2020



Digital Platforms: Twitter, Email, Web



Mitigation Strategy

This misinformation circulated through traditional mail and social media platforms. **In addition to continuous monitoring, several actions were executed to address the misinformation and mitigate its spread:**



Published a **press release** and samples of official envelopes and invitation letters.



Engaged **community partners** to provide accurate images and links to networks.



Reported the misinformation to **social media partners** for removal.



Educated the **public** by providing instructions on what to look for in the mail.



Coordinated with **civil society organizations** to discuss the mailers and provide images of official envelopes and letters.

2020 Census Mailings

MARCH 06, 2020
SHARE: f t in

Ninety-five percent of households will receive an initial invitation to respond to the 2020 Census in the mail. Depending on how likely your area is to respond online, you'll receive either an invitation encouraging you to respond online or an invitation along with a paper questionnaire.

In areas where 20 percent or more of the households need Spanish assistance, the invitations will be in both English and Spanish.

Letter Invitation Group

Most areas of the country are likely to respond online, so most households will receive a respond

What To Look For in the Mail

SHARE: f t in

You may receive multiple mailings from the Census Bureau this year, including an invitation to respond to the 2020 Census and follow-up postcards and letters. Please note: If you receive mail after you have already responded, you should disregard it; it was sent before we received your response.

If you have not responded to the 2020 Census online or by phone, you may also receive a paper questionnaire. Please note that you cannot request a paper form: if you have already responded online and still receive a paper questionnaire in the mail, you can disregard it.

Note: The Census Bureau will be conducting other surveys at the same time as the 2020 Census, so you may also receive other correspondence. If you have questions about another piece of mail you receive, visit [Are You in a Survey?](#)

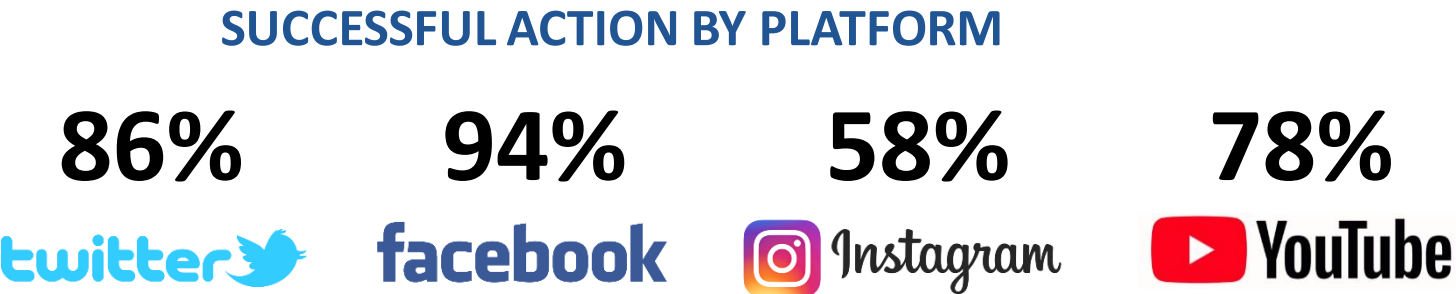
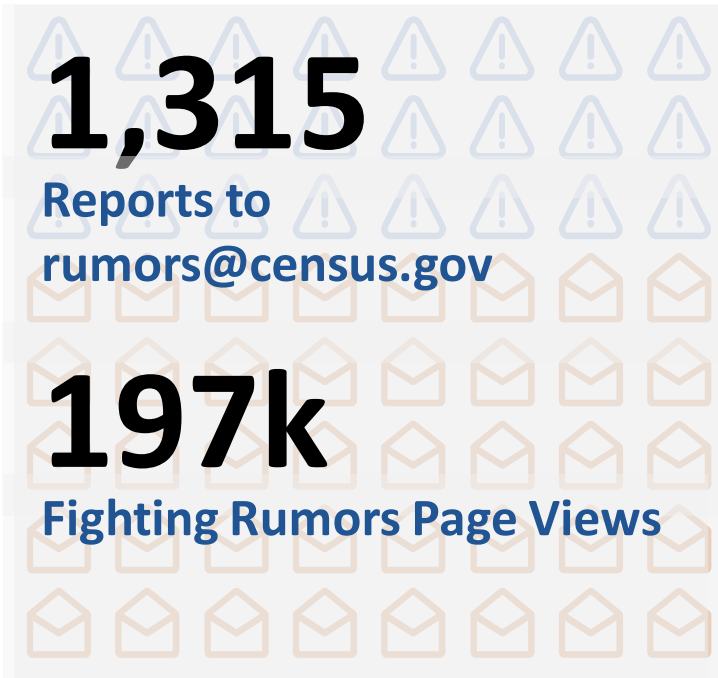
The team leveraged its partnership network through direct outreach to organizations to help disseminate accurate images and timelines for official 2020 Census mailings in communities on-the-ground.

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By the Numbers

Since August 2019, the Trust & Safety Team detected and mitigated numerous instances of mis- and disinformation harmful to the 2020 Census.



Success rate does not reflect thousands of posts automatically addressed due to preventative measures.

Awards

2020 NextGen Top 10 Public Service Awards – NextGen Advocate (Stephen Buckner)

2020 WebAwards - Government category

Government Technology Project Experience Awards – Federal category

2021 Samuel J. Heyman Service to America Medals (SAMMIES) - Safety, Security, and International Affairs [Nominated]

Department of Commerce Gold Medal in Leadership

2021 National Public Service Award (Stephen Buckner) [Nominated]